

2019 Advertising Week

NEW YORK EVENTS

Monday, September 23

TIME	AGENCY	EVENT	LOCATION	EVENT LINK
9:00am	The Valuable 500	Seeing the Value of the Industry Blind Spot <ul style="list-style-type: none"> Caroline Casey, Founder, The Valuable 500 Paul Polman, ex Global CEO, Unilever Charles Trevail, Global CEO, Interbrand Amit Mashiah, CEO, McCann Israel 	NewGen Stage (Level LL, Stage 11)	http://newyork.advertisingweek.com/schedule/-seeing-the-value-of-the-industry-blind-spot-2019-09-23-0900
11:30am	TBWA\Chiat\Day	The Future of Work – Make Sure You’re a Part of It <ul style="list-style-type: none"> Sarah Rabia, Global Director of Cultural Strategy, TBWA\Chiat\Day LA Babs Rangaiah, Executive Partner, Global Marketing iX, IBM Jennifer Brett, Head of Americas Insights for Marketing Solutions, LinkedIn 	NewGen Stage (Level LL, Stage 11)	http://newyork.advertisingweek.com/schedule/-the-future-of-work-make-sure-youre-part-of-it-2019-09-23-1130
11:30am	TBWA\HAKUHODO and DDB	Brave Brands 2019 <ul style="list-style-type: none"> Itaru Fujikawa, Senior Account Director, TBWA\Hakuhodo Ari Weiss, Chief Creative Officer, DDB Jamie Rubinstein, Senior Associate Brand Manager, Skittles, Mars 	Rainbow Room	http://newyork.advertisingweek.com/schedule/-brave-brands-awards-2019-09-23-1130
1:30pm	TBWA\Chiat\Day NY	Raising the New Gen: A Frank Conversation Between a Mentor and His Mentees <ul style="list-style-type: none"> Chris Beresford-Hill, Chief Creative Officer, TBWA\Chiat\Day 	NewGen Stage (Level LL, Stage 11)	http://newyork.advertisingweek.com/schedule/-tbwa-workshop-2019-09-23-1330
4:30pm	BBDO	Disability: The Often-Ignored Piece of the Broader Inclusivity Conversation Happening Right Now <ul style="list-style-type: none"> Storm Smith, Art Director, BBDO 	The Female Quotient Lounge	https://www.thefemalequotient.com/event/the-fq-lounge-advertising-week-2019/

Tuesday, September 24

TIME	AGENCY	EVENT	LOCATION	EVENT LINK
9:30am	Omnicom Media Group	Buying Media to Buying Audiences <ul style="list-style-type: none"> Matt Kramer, Managing Director, Advanced Advertising, OMG Michael Epstein, Global CEO, Carat USA Leah Casterlin, Owner and Partner, Media Fortitude Partners Ed Renicker, CEO, NY Interconnect Julie Anson, Associate Director of Strategic Investment, Advanced TV, Magna Global 	Insights Drivers Stage (Level 2, Stage 9)	http://newyork.advertisingweek.com/schedule/-ny-reaching-your-target-customers-one-screen-at-a-time-2019-09-24-0900
10:45am	GS&P	Sparks, Signals, Stories: What Work that Works Looks Like on YouTube <ul style="list-style-type: none"> Nick Reggars, Group Content Strategy Director, GS&P Tara Walpert Levy, VP of Agency and Brand Solutions, Google Kim Thompson, EVP, Spark Foundry Lyle Underkoffler, VP Digital, Samsung Electronics America Lisa Pickles, Senior Director, Comcast Xfinity Tiffany Rolfe, US Chief Creative Officer, R/GA 	Roundel Stage @ IMAX (Level 4,5)	http://newyork.advertisingweek.com/schedule/-google-seminar-2019-09-24-1045

11:05am	TBWA\Chiat\Day LA	Discover Talk: TBWA <ul style="list-style-type: none"> Sarah Rabia, Global Director of Cultural Strategy, TBWA\Chiat\Day Los Angeles 	Impact Makers Stage (Level 2, Stage 7)	http://newyork.advertisingweek.com/schedule/-discover-talk-tbwa-2019-09-24-1105
4:00pm	BBDO	Save the Planet and Win a Grand Prix <ul style="list-style-type: none"> Tina Allen, Managing Director, BBDO NY 	Workshop Stage (Level LL, Stage 10)	http://newyork.advertisingweek.com/schedule/-gyro-workshop-2019-09-24-1600
4:15pm	DDB	Gun Safety Alliance Presents: How Business Leaders Are Needed to Make This Country Safer <ul style="list-style-type: none"> Wendy Clark, CEO, DDB North America Andrew Ross Sorkin, Columnist, DealBook Founder & Editor-at-Large, The New York Times Manual Oliver, Activist, Change the Ref Matthew McCarthy, CEO, Ben & Jerry's Richard Edelman, President & CEO, Edelman Tim Armstrong, Founder & CEO, the dtx company 	Impact Makers Stage (Level 2, Stage 7)	http://newyork.advertisingweek.com/schedule/-nyi-reaching-your-target-customers-one-screen-at-a-time-2019-09-24-0900

Wednesday, September 25

TIME	AGENCY	EVENT	LOCATION	EVENT LINK
9:30am	Omnicom Media Group	Capitalizing on the OTT Advertising Opportunity <ul style="list-style-type: none"> Catherine Sullivan, Chief Investment Officer, OMG NA Mike Law, President, Amplifi US Mark Rotblat, Chief Revenue Officer, Tubi David Campanelli, EVP Director of Video Investment, Horizon Media 	Story Crafters Stage (Level 2, Stage 4)	http://newyork.advertisingweek.com/schedule/-tubi-seminar-2019-09-25-0930
10:00am	Omnicom Media Group	Media Measurement Priorities <ul style="list-style-type: none"> Jonathan Steuer, Chief Research Officer, OMG Brad Smallwood, VP, Facebook Louis Jones, EVP Media & Data, 4A's Ed Gaffney, MP, Director of Implementation Research & Marketplace Analytics, GroupM 	Workshop Stage (Level LL, Stage 10)	http://newyork.advertisingweek.com/schedule/-4as-workshop-2019-09-25-1000
1:45pm	Beanstalk	Cannabis, Hemp and CBD: How Licensing Programs Can Turn Brands Into Leaders <ul style="list-style-type: none"> Allison Ames, President & CEO, Beanstalk Michael Stone, Chairman & Co-Founder, Beanstalk Drake Sutton-Shearer, CEO, Future State Brands 	Culture Builders Stage (Level 2, Stage 8)	http://newyork.advertisingweek.com/schedule/-cannabusiness-state-of-the-union-2019-09-25-1345
2:00pm	OMD	The Intensity of Fandom: A Look Inside the Relationship Between Fans & Brands <ul style="list-style-type: none"> Christina Hanson, Global Chief Strategy Officer, OMD John Lasker, VP, Digital Programming, ESPN Shane Rahmani, SVP and GM New Media, Marvel Ryan Joe, Managing Editor, AdExchanger 	Ad Shapers Stage (Level 2, Stage 3)	http://newyork.advertisingweek.com/schedule/-disney-seminar-2019-09-25-1400

Thursday, September 26

TIME	AGENCY	EVENT	LOCATION	EVENT LINK
9:15am	Omnicom Media Group	Capitalize on the Convergence of Linear & Digital <ul style="list-style-type: none"> Jonathan Steuer, Chief Research Officer, OMG Jonah Goodhart, CEO, Moat Philip Smolin, Chief Strategy Officer, Amobee Laura Nelson, SVP, Advertising Solutions & Performance Advertising, Disney 	Tech Stars Stage (Level 2, Stage 5)	http://newyork.advertisingweek.com/schedule/amobee-seminar-2019-09-26-0915
9:30am	Hearts & Science	The Role of Identity in an Evolving Data-Driven World <ul style="list-style-type: none"> Megan Pagliuca, Chief Data Officer, Hearts & Science Daniella Harkins, Chief Evangelist, Agencies, LiveRamp 	Insight Drivers Stage (Level 2, Stage 9)	http://newyork.advertisingweek.com/schedule/the-role-of-identity-in-an-evolving-data-driven-world-2019-09-26-0930
1:00pm	OMD	Brand Bravery: Advertiser Engagement with News <ul style="list-style-type: none"> Israel Mirsky, Executive Director, OMD Jennifer Cobb, Director, United for News Jesse Angelo, President, Global News & Entertainment, VICE 	Ad Shapers Stage (Level 2, Stage 3)	http://newyork.advertisingweek.com/schedule/virtue-seminar-2019-09-26-1300
1:30pm	Omnicom Media Group	Measurement Matters: Your Viewership Source Matters <ul style="list-style-type: none"> Jonathan Steuer, Chief Research Officer, OMG Noah Levine, Chief Revenue Officer, 605 Aaron Bernstein, Senior Director, Insights and Advocacy, Walmart Sam Garfield, VP, Data Strategy and Advanced Audience Platforms, Discovery 	Insight Drivers Stage (Level 2, Stage 9)	http://newyork.advertisingweek.com/schedule/605-seminar-2019-09-26-1530
2:15pm	GS&P	Inside the Great Hack <ul style="list-style-type: none"> Jeff Goodby, Co-Chairman & Partner, GS&P Geralyn Dreyfous, Producer, The Great Hack Brittany Kaiser, Co-founder, Digital Asset Trade Association (DATA) Jehane Noujaim, Director, The Great Hack Karim Amer, Director, The Great Hack 	Tech Stars Stage (Level 2, Stage 5)	http://newyork.advertisingweek.com/schedule/inside-the-great-hack-2019-09-26-1415
2:15pm	OMD	Wyclef Jean Presents a Creative Production Masterclass <ul style="list-style-type: none"> Wyclef Jean, Grammy Winning Producer, Rapper, Actor Sara Porritt, Group Director of Planning, OMD Chris Borelli, Integrated Project Manager, Movement Strategy Alan Schulman, Chief Creative Officer, Advertising, Marketing & Commerce, Deloitte Digital US Marco Frey, Digital Marketing, Takical Alberto Vaccarino, Sound Engineer, Wyclef Jean 	Ad Shapers Stage (Level 2, Stage 3)	http://newyork.advertisingweek.com/schedule/wyclef-future-of-creativity-seminar-2019-09-26-1400
3:00pm	Omnicom Media Group	Unlocking the Addressable Future <ul style="list-style-type: none"> Jonathan Steuer, Chief Research Officer, OMG Keith Kazerman, EVP, Digital Sales, Advanced Advertising and Research Discovery Inc. Lauren Johnson, Senior Advertising Reporter, Business Insider Claudio Marcus, GM, Data Platform, FreeWheel Scott Worthem, SVP, Strategic Partnerships, Comscore Dan Rosenfeld, VP, Data Strategy, Xandr David Algranati, Chief Product Officer, Comscore 	Workshop Stage (Level LL, Stage 10)	http://newyork.advertisingweek.com/schedule/comscore-workshop-2019-09-26-1500
3:15pm	Sparks & Honey	Times Up, Pay Up: We Will Not Wait 100 Years <ul style="list-style-type: none"> Kendra Clarke, VP of Data Science and Product Development, Sparks & Honey Christena J. Pyle, Executive Director, Advertising, TIME'S UP 	Impact Makers Stage (Level 2, Stage 7)	http://newyork.advertisingweek.com/schedule/times-up-seminar-2019-09-26-1530

4:30pm	Annalect	<p>Measurement on Demand</p> <ul style="list-style-type: none"> • Adam Gitlin, Head of Data, Annalect • Maciej Szczepaniak, Global Brand Measurement Lead, Google • Abishake Subramanian, Director, Digital Advertising, Media Sales & Strategy, Sam's Club • Lisa Hill, Brand Manager, Starbucks at Home Coffee/Personalized Marketing, Nestle Coffee Partners • Vijoy Gopalakrishnan, SVP/Principal, Media Center of Excellence, IRR 	Insight Drivers Stage (Level 2, Stage 9)	http://newyork.advertisingweek.com/schedule/iri-seminar-2019-09-26-1600
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